



MONTANA SHORTHORN CHINOOK



Lassie Queen Report

Hi, Shorthorn people! As many of you well know, I went to Chicago in November. I have told some of you about my fantastic trip, and now I'll tell the rest of you.

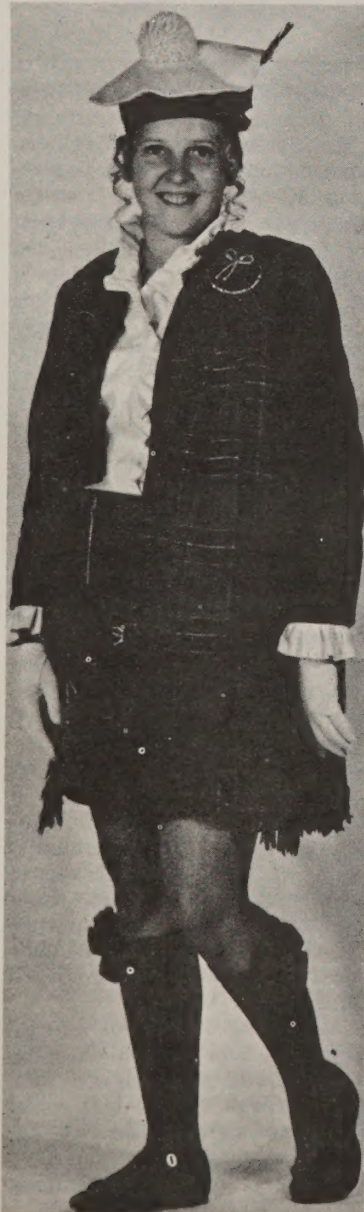
In Chicago at the International Stock Show this year, I had the honor of being one of the first people to experience "The Wonderful World of Shorthorns." It was really great. First, the Lassie Queens, their escorts, the Kilty Band and the

cattle marched down Michigan Avenue on a red carpet. I'm sure everyone thought we were crazy, but they did notice us. We marched straight into the hotel, including the cattle! The cattle were brought, each individually in an elevator.

We had a fantastic meal, including "green turtle soup", and not to exclude beef, we also had prime steaks. After entertainment by Cathy Carlson, a folk singer, and Phyllis Diller, (they were both really super), came a most fantastic sale ever. Phyllis Diller added a heifer and a bull to her herd of cattle at the sale, as did many other buyers. Shorthorns really got lots of publicity and people knew what the cattle were.

During the International Show, the Lassie Queens were at every Shorthorn Show or function having something to do with Shorthorns. One of the greatest things that happened was when the judge gave the nod that said that a Montana bull was Supreme Champion. That really made people stand up and take notice.

I have now come to the point where I have just a little longer to be Queen, and I must say that I've enjoyed it thoroughly. I also want to encourage any young ladies to apply for Queen.



Lassies!

The Big Sky Lassies will hold their annual meeting at the time of the State Shorthorn Sale in Billings, March 3rd. We will start with a 1:00 o'clock no-host luncheon with the meeting to follow. It will be at Sambos again this year. There are many important items to be discussed and decisions to be made. We hope you gals can all attend and bring your ideas so we can have a good meeting.

Applications for next year's Lassie Queen have to be in to the Secretary or President by March 3rd meeting. So you

Junior Shorthorn Association Meets

The Montana Junior Shorthorn Association held a meeting in conjunction with the Montana Winter Fair. Our officers are as follows:

President - - - Steve Glantz
Vice Pres. - - - Larry Trexler
Sec.-Treas. - - Karen Kay King
Scrapbook - - - Larry Lovely

We are striving to improve our membership this year. Anyone who is interested in joining our association please contact our secretary. Her address is Winnett, Montana 59087.

As the fifth National Shorthorn Youth Conference will be held in far away Ohio at Acadia Farms we need to raise some money to send delegates. We will be raffling off a showbox "full of goodies" at the annual picnic. Please support us. We need your help.

See you all in Billings at the State Sale!

Believe me, it's a wonderful and rewarding experience. My thanks to all.

Cheryl Lovely

STRAWS IN THE WIND

"Mostly blowing
by your Secretary."

Bozeman Winter Fair Sweepstakes was held Feb. 1, 1972. This sale starts our sale seasons as almost always good bulls bring good prices. Kenneth Glanz had the high selling bull going to Bob Overstreet of Belgrade, Mont. for \$1400.00. Peg and Arch Allen had the second high selling bull at \$1,175.00; he went to Chas. S. Jennison, Ronan, Mont. Peggy also had the only female in the sale and she brought \$500.00. Sale average on 28 head sold was \$595.18.

★ ★ ★

I would like to tell you how important it is to post the sale bills sent out to you the members. There are about 100 members. I send usually five to a member, our members are all over the state. So this makes for a pretty good coverage. If we all post the bills — take a Montana state map and put 500 dots on it.

★ ★ ★

At the meeting held after the banquet at the Montana State Fair in Bozeman, Cliff Trexler agreed to captain our show at Great Falls again this year. He expressed lack of cooperation from membership last year. In spite of this he and the junior members put on a real good exhibit. So let's get in and help these people. The junior members have agreed to care for the cattle and help any way they can.

★ ★ ★

Attention Junior Members
— BOY WANTED —

To fill an important position in any capacity.

He must be a boy who treats his mother and sister — and every other boy's mother and sister — with respect and does not refer to his father as the "old man."

He need not be especially brilliant at school, but he must

(Continued on Page 2)

Your President

Straws in the Wind

(Continued from Page 1)

be studious and preserving, never cheating in his examinations or passing a problem until he has mastered it.

He must be truthful, prompt, obedient and industrious. He must make his employer's interest his interest and never be afraid of earning more than his wages.

He is wanted everywhere — in the law, in the medical practice, in the counting room and to run great public works. The people who pay big salaries are looking for him.

The people want him for judge in the court, member of congress, senator and for president — and the nicest girl in the world wants him for her husband.

★ ★ ★

The other day I watched slaughter cows sell at auction in Billings. They were bringing \$23.50 to \$27.00 per hundred. Which is higher than I can ever remember. We all know these cattle are none to high, just more in line with what we have to buy. The one thing that struck me was that these were younger, better cows than we use to sell for slaughter. I couldn't help but wonder why cows that look like they did have two or three years left in them, were selling for slaughter. A lot of these cows looked to be of the age when a cow produces her heaviest calf. Then I wondered how many or what percent of them were here because they had been torn up having big exotic calves. Or been forced into the "late calver" class by someone's A.I. program. At any rate as long as cows like these go to market it will help keep the numbers down.

★ ★ ★

Did You Know

That the champion group of three Shorthorn steers at the Chicago International Show came from Montana.

★ ★ ★

That Wendell Lovely will judge two bull sales in March. One at Spokane and the other at Calgary, Alberta, Canada.

★ ★ ★

That Jim Ryles is the new manager of Dean Bangert's Highland Shorthorns, Bridger, Mont.

★ ★ ★

That Norma Lovely is director of the National Shorthorn Lassies.

Page 2



Some Senior Members of Mont. Shorthorn Association

Pictured left to right are: John Holecek, George Holecek, Russell Glantz, Don McMillian, Elbert Williams, Frank Cobetto, John Mohr, Frank Cole and Holger Christoffersen.

Use Shorthorn Bulls to Increase Weaning Weights

By Burke Johnson
Crowheart, Wyoming

In 1958, with a herd of 300 whiteface cows and an average weaning weight of 398 pounds on our steer calves, we realized we had to do something to increase these weights and our income.

Crossbreeding with Shorthorn bulls seemed to offer the most promising solution, and we purchased our first Shorthorns that fall. As our older whiteface bulls were culled, they were replaced with Shorthorns and by 1961 all our bulls were red and roan.

These Shorthorn bulls were, for the most part, bought at consignment sales. First at the Wyo.-Braska sale at Mitchell, Neb., and more recently the Riverton, Wyo., sale. We have always chosen at these sales the bigger, stretchier bulls (those bulls with lots of length and muscle). Bulls that appeared to have the ability to continue to grow and develop are the kind we purchase.

By 1964 all of our calf crop carried some degree of Shorthorn blood and a good many crossbred females came into production. Our average weaning weight on steer calves had climbed to 461 pounds. I might

mention here that we have no scales on the ranch and all these calf weights are the pay weights in Omaha.

These crossbred calves are not only heavier, but also have more will to live, display resistance to disease and adapt better to adverse weather conditions. Since we calve in February and March and mostly outside in natural shelter, this crossbred vigor is a big item on the plus side of our operation.

Each year the best of our crossbred heifers are kept for replacement females and are bred to calve as two-year-olds. We have found them to be excellent mothers with good dispositions, plenty of milk and very few calving problems. Last spring I helped in two calvings out of 45 first calf heifers. Snowburned and chapped udders are a problem in our area, and the crossbreds brown udder resistance to burning, is a big advantage to our program.

By continuing our crossing program using both Shorthorn and Hereford bulls, and by following a strict cow culling program, weeding out the late calvers, poor milkers and any cow that for any reason weans

DO MONTANA SHORTHORNS WORK?

In October at the Northern International Livestock Exposition held in Billings, Montana there was a total of 3,500 head of feeder calves exhibited and sold. These calves represented a total of nine breeds. These calves were sired by the best bulls in North America, including Exotics, English breeds and cross breeds; and for the second year in a row, a pen of straight bred Shorthorn calves, bred and owned by Mr. and Mrs. Archie Allen, Livingston, Mont., returned the most dollars per head of any. These calves were born in March and April, weighed 562 lbs., and brought \$56.00 a hundred. This adds up to \$314.72 of bankable money per head and that's what it is all about. So why even think about Exotics and their problems? Tom L. Ryles, Sec.

a light weight or poor quality calf, we have built a herd of crossbred cows carrying from one-quarter to three-quarter Shorthorn blood. Last fall their steer calves weighed 518 pounds in Omaha.

In closing I want to emphasize that I believe much progress is still to be made, and that through careful bull selection and strict culling of the poorer producing cows, quality of the calf crop and weaning weights will continue to rise.

Why Shorthorns?



By C. D. SWAFFAR,
Executive Secretary American
Shorthorn Assn., Omaha, Neb.

"Why Shorthorns?"

The answer is simple . . . for more profit of course!

We know there are skeptics who will read this and reply "well if Shorthorns are so darned profitable why aren't there more of them?" There should be! And, there will be when more cattlemen become acquainted with Shorthorn and Polled Shorthorn performance.

No beef breed can match Shorthorns for crossbreeding superiority. Many breeds make claims but study the records. Over 30 recognized beef breeds in the world today owe part of their parentage to Shorthorn blood. This is more than the whiteface and black breeds can boast on a combined basis. For centuries Shorthorns have quality marked their progeny infusing their daughters with more milking, quicker cycling, easier calving, excellent foraging traits. In addition they have infused fast and economical gains, grading and cutting ability into the most docile, easily handled beef animal in the world.

Other breeds have a superior record in color-marking their first crosses. This has worked against Shorthorns. First, because cattlemen have preferred uniform-colored calf crops but more importantly, they have failed to recognize the Shorthorn cross with color-dominant breeds.

For over 300 years the Shorthorn cows have been ravished by bulls of other breeds and the identity of her progeny absorbed by those breeds. For too long we have allowed the greatest beef cow in the world to enrich the reputation of other breeds without giving her due credit.

But despite this, Shorthorns and

Shorthorn crossbreds dominate the world beef population . . . not in this country where cattlemen are breed and color fadists . . . but in other countries where pounds of quality beef is the main goal.

The Shorthorn Past

Shorthorns have played a major role in the development of the beef cattle industry in the U. S. They were the first improved breed to reach the American shores, arriving in Virginia in 1783. They were the only improved breed in this country until 1817.

Shorthorns came with the settlers in their push to the West arriving in Ohio and Kentucky in the early 1800's and by the middle of that century had already made their way to Oregon and the Pacific Northwest.

This year the American Shorthorn Herd Book is observing its 125th anniversary and is the oldest beef cattle registry in the U. S.

The American Shorthorn Ass'n will commemorate its 100th birthday in 1972.

The Polled Shorthorn was the first major beef breed to be developed in the U. S. having gained its origin in 1881 in Minnesota.

With such a record of historical firsts, the Shorthorn-Polled Shorthorn breed has a great reputation to uphold . . . and it is.

Just weeks ago the American Shorthorn Ass'n announced its new Appendix Registry program, another first for an English founded beef breed. The program will provide a registry for the breed's higher quality commercial and crossbred cattle.

(Continued on Page 6)

SHORTHORNS CAN TAKE IT

"Our Shorthorn cows, with calves ranging in age from a few days to yearlings, have been found in nearby mountain range at elevations of 8,000 feet, having bucked the rigors of at least six months of winter weather without man's help. Surviving heavy snow falls, they had only aspen branches and the top of tall sage crush for food. While the animals were thin, it was little short of miraculous that they remained alive."

ALEX CROSS, DOUGLAS, WYO.

Brand X Needs Us



By JAMES BRENNEN
Past President
American Shorthorn Association

THERE HAS BEEN in recent times a great promotion of some supposedly new breeds of cattle that are the answer to all our problems. In a few years, if you are not using these "breeds," you will not be in business.

There is nothing new about them. They have been in existence in their home lands for many a long year, yet their home lands pay a premium for imported beef.

Their sudden popularity is caused by the race to reach the "modern type" of beef animal, and it is felt by some that this is the most rapid way of arriving at that point.

But look at them in their pure state. Are they free from genetic defects? Do they grade? Do they have enough fat cover to hang without drying out? Do they have tenderness and high flavor? Can they survive on the range at 5,000 feet?

By themselves they have problems. Crossed with our cattle, they become of some value. Isn't it amazing! They always end up with old standby, "The Great Improver," our Shorthorns. This helps them grade, and takes them to the point of being able to truly enter the market place.

Not so long ago I was offered the "golden opportunity" to breed my herd of cows to a brand X bull. Payment was to be made to me for each insemination, and I was guaranteed so much for each live calf at weaning. Very tempting! This offer was made, not because of the shortage of brand X females, but because of the advantages the Shorthorn could produce in the calf. They would then have a marketable product.

But do we need these brand X cattle in our business? Look at our own breed! Have you seen any changes in the past four or five years? You bet you have. The change has been rapid, and within our own breed. And there is more yet to come. Brand X needs us.

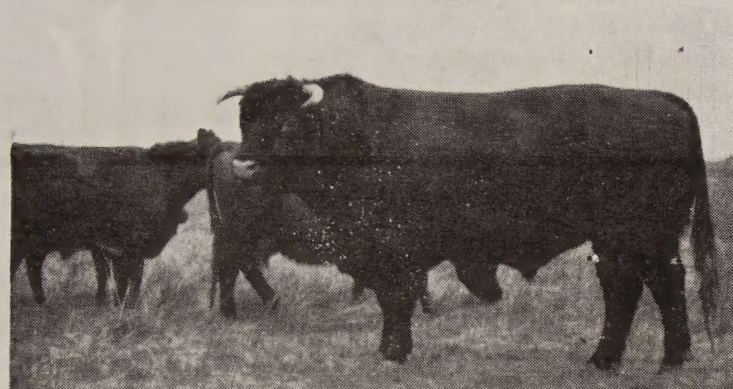
By the proper use of the tools presently at our disposal we can produce the ultimate — beef that is tender, has high flavor with no excess fat, uniform and cheap — what the housewife looks for at the meat counter.

Are you doing your part?

MONTANA SHORTHORN

ASSOCIATION SALES

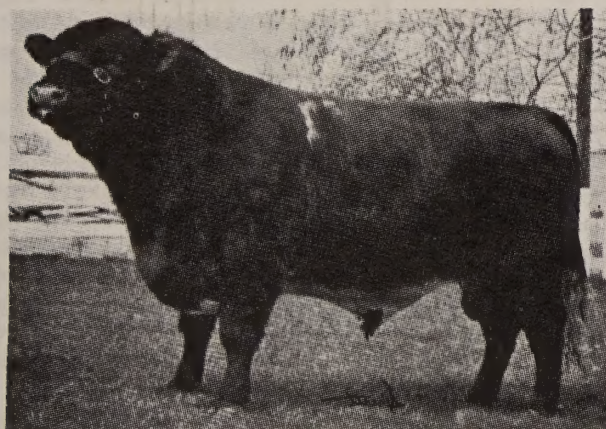
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For Tom L. Ryles, Secretary and Sale Manager

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Bozeman, Mont.

FEBRUARY 1

STATE SALE

Billings, Mont.

MARCH 4

THRIFTY SCOTS SALE

Glasgow, Mont.

MARCH 17

BEEF BONUS SALE

Missoula, Mont.

APRIL 1

Briefly, a commercial or crossbred can attain a Certified rating when bulls reach 15/16 Shorthorn-Polled Shorthorn blood concentration and females 7/8 concentration and Shorthorn color patterns prevail.

The Appendix Registry is much like the Charolais upgrading program. For Shorthorns it will better identify the many top performing commercial herds of our breed and/or will allow those breeders who have used Shorthorns in crossbreeding to gain added recognition.

Currently, the Shorthorn female is enjoying a great demand from those engaged in production of "exotics." The evidence from numerous on-the-farm and on-the-ranch comparisons indicate that the Shorthorn-exotic cross rates the highest with the cattlemen.

We are not surprised. Dr. Martin Nold, Gettysburg, S. D., talks about Shorthorn superiority with authority. As a young veterinarian just starting practice, he "worked" approximately 10,000 calves of all breeds each fall. Anytime he was in a group of calves that looked like they had the quality and pounds to really give their owner a return he saw "a group of red or speckled nosed cows across the fence." As an impartial observer he saw instance after instance where calves of Shorthorn blood were bigger and better. And, there always were a lot of them indicating high calving percentage. Consequently, Dr. Nold was moved to start a Shorthorn herd which now ranks as one of the nation's largest and best.

Dr. Nold is not a dreamy eyed theorist. He has come to respect good cattle of any breed and lives in an area where some of the best graze. But he will tell you that the Shorthorn cow is the best mother. She milks the best "and," he says, "gives an adequate supply of milk for a longer period of time." She is an easy breeder, easy calver and a good forager. She is not plagued by prolapses, cancer eye, or sunburned udders. She has a disposition second to none.

How about the Shorthorn bull? He will compare with the best of any breed. Right now the Shorthorn-Polled Shorthorn breed cannot begin to supply the demand for its bigger-sized bull productions. Fully 85 percent of all Shorthorn bulls sold this past auction season went for crossbreeding. Invariably the buyer states that he "wants to restore more of the milking and gaining ability he once had before using other breed."

Donahue & Rutledge, Cheyenne, Wyo., reported some years ago, af-

Shorthorn Bulls Perform Well

"When we raised whitefaces we spent six weeks doing nothing but greasing sunburned udders and calves noses. Our death loss was small but our weaning weight was off one-third.

"Then we started using black bulls and eventually went entirely black. However we ran into shy breeding problems. We had a short, uneven calf crop and a long, drawn out calving period.

"Finally we purchased Shorthorn bulls. The weaning advantage has been 50 to 75 lbs. and a one to two cents premium per pound when marketed. We have 70 percent of our calves in the first three weeks of the calving period and have no late calves. These crossbred calves are more vigorous from the day they are born, they have better carcass quality and better rate of gain. The crossbred calves do much better in the feedlot.' "

**Bob Rutledge, Donahue & Rutledge,
Cheyenne, Wyoming**

Increased Calving Percentage

"I had a 92 percent calf crop with my straightbreds. When I crossed with Shorthorns that percentage climbed to 95 percent. When I mated the Shorthorn crossbred females, the percentage was hiked to 97 percent on 150 females. Half of the calves arrived the first three weeks of the calving period and 80 percent came the first six weeks. There is plenty of profitable fertility in an infusion of Shorthorn blood for any commercial breeder."

John Barton, Saco, Montana

ter experience with two other major breeds, that "Shorthorn bulls gave us 50 to 75 pounds more weaning weight; one to two cents premium when sold, and we had 70 percent of our calves in the first three weeks of calving."

Burke Johnson, Crowheart, Wyo., reports that since he started using Shorthorn bulls in 1960 he has increased his weaning weights 20 percent. Johnson also stated that he gets a quicker cycling and faster settling heifer with Shorthorn crosses. He pays tribute to the outstanding fertility of Shorthorn bulls which has given him more calves in a shorter calving period.

We could go on and on giving you similar testimonials verifying the profitable performance of Shorthorns not only in cow-calf programs but also in the feedlot.

Orville Stangl, Java, S. D., reported several weeks ago that his Shorthorn steers always go to market three to four weeks earlier than other breeds in his lot. When a feeder can sell his market animals at profitable weights and grades three to four weeks earlier than others, he has a tremendous profit advantage with Shorthorns.

Today we see an increased demand

for performance figures. The Shorthorn breed has its Records of Performance program to encourage its breeders to record weaning weights, yearling weights and other data important to more profitable production. The registered breeder is now able to obtain a Performance Registry certificate where weight and index statistics are incorporated with the ancestral pedigree.

The American Shorthorn Ass'n also has one of the cattle industry's most far reaching artificial insemination programs allowing breeders the use of the breed's best bulls and assuring registration eligibility.

The Association's "Sire Of The Year" program set a new record of acceptance this year drawing the largest number of nominations in history. This program recognizes those sires that have produced the breed's major show winners.

All of these programs are designed to give recognition to Shorthorn and Polled Shorthorn breeders and to identify the breed's top performing blood lines.

The fact that Shorthorns and Polled Shorthorns were the only major beef breed to show an increase in registrations last year indicates that the breed is on its way to new heights of acceptance and growth.

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**Montana Shorthorn
Association
1972 Sale Dates**

March 4—Montana Shorthorn Assn. State Sale,
Billings Livestock Commission Co., Billings,
Montana.

March 17—Montana Shorthorn Assn. Thrifty
Scots Sale, Glasgow Livestock Auction, Glas-
gow, Montana.

April 1—Montana Shorthorn Assn. Beef Bonus
Sale, Missoula Livestock Auction, Missoula,
Montana.

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in their sale — also a pen of five steer calves.

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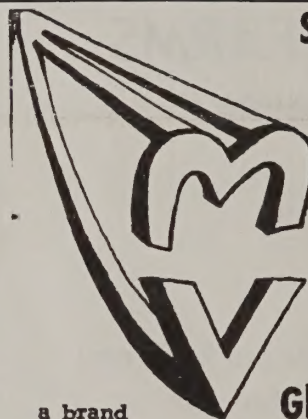
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Membership Card

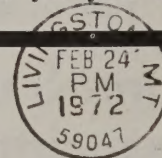


Montana
Shorthorn Breeders Association

Expires June 1, 1972

Secretary-Treasurer

Members do you have your 1971 membership card yet? Dues are still \$10.00. Montana Shorthorn Ass'n. also invite Cross Breeders and Commercial Cattle Breeders to become members, Just fill out this card and send it to Box 483, Livingston, Montana along with your \$10.00 membership fee. The secretary will send you your membership card by return mail.



Secretary
MONTANA SHORTHORN ASSN.
P. O. Box 483
Livingston, Montana 59047

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Frederick, Md.
21701